Comparative City Analysis

Making Data Meaningful

The Comparative City Analysis gives city leaders meaningful data that can be used for strategic planning, council goal setting, negotiations, leadership training, informational media pieces and other areas where having good, accurate data about your city is beneficial.

The City Hall Solutions Comparative Analysis provides a quick, easy and cost effective way to gain a better understanding of a city’s performance, strengths and potential issues. This is an opportunity to step outside of everyday activities and look at your city in the context of cities of a similar size, demographic and economic mix. This analysis provides data that can be used to reinforce existing activities, identify new opportunities and gain a fresh perspective on your city.

This analysis gives California city leaders a tool that they can use to help develop strategies and plans regarding the future of the community. The information can also be used to inform stakeholders about city performance.

The comparative city report is semi-customizable, which allows you to focus your analysis on the information you need the most. Areas of focus can include the following types of data:

- Demographic
- Economic
- Financial
- Infrastructure

How it Works:

- **Phase 1:** City staff works with the consultant to choose comparison cities in California. The initial analysis of 20 data points may include up to 12 cities. This information is used to narrow down the number of comparison cities to five cities, including the primary city. City staff will work with the consultant to choose the final list of cities for the comparative analysis. The final analysis will compare five cities across 50 data points.

- **Phase 2:** Once the final cities are selected, there are an additional ten data points that will be gathered on all cities. This leaves an additional 20 data points for customization. The consultant will work with city staff to make sure that the final analysis provides the city leadership with a strong report that will help them achieve their goals.

Final Products

The goal of the Comparative Analysis Report is to provide useful data to city leaders. Because of this, the final product includes information provided in a variety of formats, including:

1. Summary report analysis and data charts
2. Data in spreadsheet format
3. Copies of source data
4. PowerPoint presentation of analysis

The price for a Comparative City Analysis of five California cities, including the primary city, is $6,500. Additional cities and data points can be added for an additional fee. For more information or to order your analysis contact Kathy Dodson at kathy@cityhallsolutions.com.
Required Data Points – These data points will be pulled for up to 12 cities to help select four cities in addition to the primary city for analysis. City staff may recommend cities that will be included in the initial 12 city analysis, as long as the total number of cities analyzed does not exceed 12. The resulting data will be reviewed by city staff and the consultant to determine the final cities to be analyzed in greater detail.

- Population estimate
- Land area square miles
- Civilian labor force
- Housing units
- Owner-occupied housing
- Median value of owner-occupied housing
- Housing affordability
- Households
- Mean household income
- High school graduate or higher
- Bachelor’s degree or higher
- All firms (# of businesses)
- Accommodation & food service sales
- Healthcare and social assistance receipts/revenue
- Manufacturers’ shipments
- Merchant wholesaler sales
- Retail sales
- Retail sales per capita
- Full time employees
- City Service Level

Secondary Required Data Points - These data points are required for the five city analysis.

- All funds budget
- General fund budget
- CIP budget
- General fund revenue
- General fund expenditures
- General obligation debt
- Property tax revenue
- Sales tax revenue
- Transient Occupancy Tax revenue
- Total pension liability

Custom Data Points – Twenty remaining data points can be chosen by city representatives from 65 additional potential data points. This allows city leaders to customize the report to best meet their needs. City Hall Solutions can recommend data points to meet certain needs, such as a demographic comparison city overview, financial profile or labor information. Two samples of additional data samples are provided.

### Standard Analysis

<table>
<thead>
<tr>
<th>Median gross rent</th>
<th>CIP budget per FTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons per household</td>
<td>All funds revenue</td>
</tr>
<tr>
<td>Number of Veterans</td>
<td>All funds expenses</td>
</tr>
<tr>
<td>Percent foreign born</td>
<td>General fund revenue per capita</td>
</tr>
<tr>
<td>Mean travel time to work</td>
<td>General fund expenditures per capita</td>
</tr>
<tr>
<td>Per capita income past 12 months</td>
<td>Sales tax rate</td>
</tr>
<tr>
<td>Persons in poverty</td>
<td>TOT rate</td>
</tr>
<tr>
<td>General fund budget per capita</td>
<td>Per capita debt</td>
</tr>
<tr>
<td>General fund budget per FTE</td>
<td>Miscellaneous+ pension liability</td>
</tr>
<tr>
<td>CIP budget per capita</td>
<td>Safety pension liability</td>
</tr>
</tbody>
</table>

Sample of additional data points:

- Non-English spoken at home
- Persons with a disability
- Persons w/out health insurance
- Persons in poverty
- Women-owned firms
- Minority-owned firms
- Property tax revenue/capita
- Utility user tax revenue
- Business license tax revenue
- Construction, inspection and planning and fees
- Primary property tax rate
- Unassigned GF/GF revenue
- Unassigned general fund
- Total primary gov. debt
- Number of parks
- Number of police stations
- No. of community centers